



WHAS
P.O. Box 1100
Louisville, KY 40201

Brabender Cox Mihalke
1218 Grandview Ave #1
Pittsburgh, PA 15211-1239

Contract

863992

Schedule Dates

10/29/12-11/05/12

Advertiser

Tony Bennett for State Superintendent of Public Instruction

Agency

Brabender Cox Mihalke (6547)

Product

Political - State Superintendent of Education (1190)

Brand

Republican - Political (1692)

Salesperson

Johannessen, Jordan (2818)

Sales Office

TeleRep - New York

Buyer Name

BRABENDER,LIZ

Phone/Fax

/

CPE

443

Account Types

National/Political Candidate - Agency

Billing Type

Weekly/Irregular

Comments

BENNETT FOR INDIANA
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered

10/24/12

Last Modified

10/24/12

Entered By

Lisa Nelson

CO-OP

No

Headline

06392132

Demo

A3564

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$3,795.00

Net Total

\$21,505.00

Sales Tax

Louisville (WHAS) (WHAS)

By Broadcast Month

Spots

Rate

By Broadcast Month	Spots	Rate
Nov. 2012	62	\$25,300.00
Grand Total:	62	\$25,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	6A- 6:30A (ET)						1			1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	1)	10/24/12
2.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6A- 6:30A (ET)		1							1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	2)	10/24/12
3.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6:30A- 7A (ET)		1	1	1	1	1			5	\$350.00	\$1,750.00	Louisville (WHAS) (WHAS)	3)1 X PER DAY	10/24/12
4.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:30A- 7A (ET)		1							1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	4)1 X PER DAY	10/24/12
5.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	7A- Good Morning America		1	1	1	1	1			5	\$350.00	\$1,750.00	Louisville (WHAS) (WHAS)	5)1 X PER DAY	10/24/12
6.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7A- Good Morning America		1							1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	6)1 X PER DAY	10/24/12
7.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	12P- 12:30P (ET)			1	1	1	1			4	\$200.00	\$800.00	Louisville (WHAS) (WHAS)	7)1 X PER DAY	10/24/12
8.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	12P- 12:30P (ET)		1							1	\$200.00	\$200.00	Louisville (WHAS) (WHAS)	8)1 X PER DAY	10/24/12
9.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	4P- 4:58P (ET)		1	1	1	1	1			5	\$250.00	\$1,250.00	Louisville (WHAS) (WHAS)	9)1 X PER DAY	10/24/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4P- 4:58P (ET)		1							1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	10)1 X PER DAY	10/24/12
11.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	5P- 5:29P (ET)		1	1	1	1	1			5	\$500.00	\$2,500.00	Louisville (WHAS) (WHAS)	11)1 X PER DAY	10/24/12
12.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5P- 5:29P (ET)		1							1	\$500.00	\$500.00	Louisville (WHAS) (WHAS)	12)1 X PER DAY	10/24/12
13.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	5:30P- 6P (ET)		1	1	1	1	1			5	\$500.00	\$2,500.00	Louisville (WHAS) (WHAS)	13)1 X PER DAY	10/24/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:30P- 6P (ET)		1							1	\$500.00	\$500.00	Louisville (WHAS) (WHAS)	14)1 X PER DAY	10/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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15.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6P- 6:30P (ET)		1	1	1	1	1			5	\$600.00	\$3,000.00	Louisville (WHAS) (WHAS)	15)1 X PER DAY	10/24/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6P- 6:30P (ET)		1							1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	16)1 X PER DAY	10/24/12
17.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	11P- 11:35P (ET)		1	1	1	1	1			5	\$600.00	\$3,000.00	Louisville (WHAS) (WHAS)	17)1 X PER DAY	10/24/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11P- 11:35P (ET)		1							1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	18)1 X PER DAY	10/24/12
19.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	11:35P- 12A (ET)		1	1	1	1	1			5	\$200.00	\$1,000.00	Louisville (WHAS) (WHAS)	19)1 X PER DAY	10/24/12
20.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:35P- 12A (ET)		1							1	\$200.00	\$200.00	Louisville (WHAS) (WHAS)	20)1 X PER DAY	10/24/12
21.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10:01P- Castle		1							1	\$1,400.00	\$1,400.00	Louisville (WHAS) (WHAS)	21)1 X PER DAY	10/24/12
22.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	9P- Shark Tank						1			1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	22)1 X PER DAY	10/24/12
23.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	6A- 10A (ET)							1		1	\$150.00	\$150.00	Louisville (WHAS) (WHAS)	23)1 X PER DAY	10/24/12
24.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	7P- News @ 630p Sat							1		1	\$300.00	\$300.00	Louisville (WHAS) (WHAS)	24)1 X PER DAY	10/24/12
25.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	11:29P- News @ 11pm DB SS WHAS11 News 11 @ 11							1		1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	25)1 X PER DAY	10/24/12
26.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	8A- 8:57A (ET)								1	1	\$100.00	\$100.00	Louisville (WHAS) (WHAS)	26)1 X PER DAY	10/24/12
27.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	6:29P- News @ 630pm Weekend								1	1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	27)1 X PER DAY	10/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Date:

Comments: